

VIRGINIA DEPARTMENT OF  
ALCOHOLIC BEVERAGE CONTROL

JANUARY–JULY 2003

**Alcohol**  
**Prevention**  
**Training**  
**Opportunities**

Look inside for details!



## EDUCATION TRAINING SCHEDULE

JANUARY – JULY 2003

The Virginia Department of Alcoholic Beverage Control (ABC) involves itself with numerous alcohol prevention projects targeted to enhance public safety and law compliance within colleges and communities of the Commonwealth.

Specifically, ABC coordinates several conferences and one-day drive-in trainings pertaining to alcohol prevention each year. These training opportunities address hot topics colleges, communities and ABC licensees view as modern issues. Each of the training topics is chosen because of its ability to provide guidance for strategies toward preventing and reducing underage drinking thereby encouraging and working towards safer communities for Virginia.

This training schedule offers technical assistance and training that introduces innovations in alcohol prevention strategies while providing the opportunity for networking, planning and collaboration. Each training promises to be an interactive, engaging and re-energizing experience for all present. Register today!

ABC brings these training opportunities to you through a federal grant from the Office of Juvenile Justice and Delinquency Prevention specifically geared at reducing underage drinking.

### IMPORTANT INFORMATION

- Training topics are arranged by the month they will be offered.
- Directions and specific site location information will be e-mailed or mailed to each participant upon receipt of registration.
- Registration for more than one workshop is encouraged!
- Lunch will be provided at each workshop.
- Space is limited – register early!

### PROFESSIONAL CREDITS

Workshops with a symbol next to them are under review for accreditation by:

- C** The National Commission for Health Education Credentialing, Inc. for CHES credits, or
- D** The Department of Criminal Justice Services, DCJS credits.

## **JANUARY 2003**

### **Empowering Youth Through Advocacy and Media Literacy**

**January 24-25, 2003/Hanover County**

Friday, January 24, 2003: Pre-Conference 4:30-6:30 p.m.

Opening Session 7-10 p.m.

Saturday, January 25, 2003: 9 a.m.-4 p.m.

Target Audience: Established Youth Clubs/groups, 8th-12th grade,  
Adults Who Work With Youth

Registration Deadline: Friday, January 10, 2003

Empowering Youth Through Advocacy and Media Literacy training is designed to help community organizations and youth clubs/groups learn how to strategically generate media exposure for prevention projects that have an environmental impact on underage drinking. Youth will be exposed to innovative advocacy projects to be implemented in their communities and will learn the basics for developing a media campaign around these projects. Adult leaders will also be provided with a session on "How to Effectively Work With Youth Advocates and Conduct Media Campaigns". If you are interested in gaining insight into how to use the media to promote Virginia's Zero Tolerance message about underage drinking, then this is the training for you.

\* For a detailed brochure on this training, please contact ABC Education,  
(804) 213-4688 or e-mail at [education@abc.state.va.us](mailto:education@abc.state.va.us).

### **The BASICS Model Training**

**January 29, 2003/Richmond -or- January 30, 2003/Lynchburg**

10 a.m.-3 p.m.

Target Audience: College Alcohol Prevention Professionals,  
College Counselors

Registration Deadline: Wednesday, January 15, 2003

Attend this workshop and learn a pragmatic and clinically proven approach to the prevention and treatment of alcohol abuse! The BASICS model is a non-confrontational, harm reduction approach that helps students reduce their alcohol consumption and decrease the behavioral and health risks associated with heavy drinking. The workshop will review numerous reproducible handouts and assessment forms, and take participants step-by-step through conducting BASICS assessment and feedback sessions. Special topics covered include the use of DSM-IV criteria to evaluate alcohol abuse and ways to counter student defensiveness about drinking.

## **FEBRUARY 2003**

### **D Preventing and Dispersing Underage Drinking Parties**

**Tuesday, February 4, 2003/Richmond -or- Wednesday, February 5, 2003/Lynchburg**

10 a.m.-3 p.m.

Target Audience: College and Local Law Enforcement

Registration Deadline: Tuesday, January 21, 2003

Are you interested in preventing and dispersing underage drinking parties and learning techniques for enforcing special events? This workshop will discuss enforcement issues specific to college campuses, including coordination between campus and community enforcement agencies. It will lay out the essential elements of party containment and dispersal, along with offender processing. Alcohol-related topics associated with small and large public events such as impaired driving and underage drinking will be addressed.

### **Landlord Issues**

**Wednesday, February 19, 2003/Charlottesville**

10 a.m.-3 p.m.

Target Audience: General (community, college professionals & law enforcement)

Registration Deadline: Wednesday, February 5, 2003

Paid parking will be available. Current rate is \$1.20 per hour.

In many campus-communities issues arise over rental property that is leased out to college students. Problems tend to stack up when underage persons are consuming alcohol on the property, when noise levels grow too loud and specifically, when a landlord or property manager does not address neighbor concerns. This workshop will concentrate on cooperative efforts between the police and rental property owners, as well as the police and a university. Emphasis will be placed on local efforts to address any problems associated with rental properties.

### **Project Sticker Shock Training**

**February 21, 2003/Richmond**

10 a.m.-12 p.m. (lunch will not be provided)

Target Audience: Adults, Youth Leaders, & Community Organizations that Facilitate Youth Clubs/Groups.  
*This is not for youth participants.*

Registration Deadline: Friday, February 7, 2003

Project Sticker Shock is a community-based youth initiative designed to reduce underage drinking. By educating those persons 21 years of age or older that

serve as an access point to alcohol, the program aims to limit youth access to alcohol. Sticker Shock represents a partnership between youth, licensees, concerned parents and community members, prevention professionals, and law enforcement. A team of youth, accompanied by an adult chaperone and a law enforcement officer or ABC agent, who visit participating stores in their local area to place warning stickers of the ABC laws on multi-packs of beer, wine coolers and other alcoholic beverages represents the focus of Project Sticker Shock. This training will guide youth leaders and community organizations that work with youth through the Sticker Shock implementation process.

*\* This training is not for youth participants.*

*\* Attendance at this training is required to take part in the Sticker Shock campaign.*

## **MARCH 2003**

### **Project Sticker Shock Training**

**March 6, 2003/Lynchburg**

10 a.m.-12 p.m. (lunch will not be provided)

Target Audience: Adults, Youth Leaders, & Community Organizations  
that Facilitate Youth Clubs/Groups.

*This is not for youth participants.*

Registration Deadline: Friday, February 14, 2003

Project Sticker Shock is a community-based youth initiative designed to reduce underage drinking. By educating those persons 21 years of age or older that serve as an access point to alcohol, the program aims to limit youth access to alcohol. Sticker Shock represents a partnership between youth, licensees, concerned parents and community members, prevention professionals, and law enforcement. A team of youth, accompanied by an adult chaperone and a law enforcement officer or ABC agent, who visit participating stores in their local area to place warning stickers of the ABC laws on multi-packs of beer, wine coolers and other alcoholic beverages represents the focus of Project Sticker Shock. This training will guide youth leaders and community organizations that work with youth through the Sticker Shock implementation process.

*\* This training is not for youth participants.*

*\* Attendance at this training is required to take part in the Sticker Shock campaign.*

## **Empowering Youth Through Advocacy and Media Literacy**

**March 7-8, 2003/Smith Mountain Lake**

Friday, March 7, 2003: Pre-Conference, 4:30-6:30 p.m.

Opening Session, 7-10 p.m.

Saturday, March 8, 2003: 9 a.m.-4 p.m.

Target Audience: Established youth clubs/groups, 8th-12th grades,  
adults who work with youth

Registration Deadline: Friday, February 21, 2003

Empowering Youth Through Advocacy and Media Literacy training is designed to help community organizations and youth clubs/groups learn how to strategically generate media exposure for prevention projects that have an environmental impact on underage drinking. Youth will be exposed to innovative advocacy projects to be implemented in their communities and will learn the basics for developing a media campaign around these projects. Adult leaders will also be provided with a session on "How to Effectively Work With Youth Advocates and Conduct Media Campaigns". If you are interested in gaining insight into how to use the media to promote Virginia's Zero Tolerance message about underage drinking, then this is the training for you.

\* For a detailed brochure on this training, please contact ABC Education, (804) 213-4688 or e-mail at [education@abc.state.va.us](mailto:education@abc.state.va.us).

## **The Basics of Grant Writing**

**Wednesday, March 19, 2003/Richmond**

10 a.m.-3 p.m.

Target Audience: College and Community

Registration Deadline: Wednesday, March 5, 2003

There is a blueprint for writing a well-written grant, and this workshop will help you understand how easy writing a grant really is. Learn ways to give your reviewers what they ask for in a clear, concise manner, free of jargon. Become skilled at following the format given in a grant application or request for proposal (RFP), thereby assisting you in providing answers to each question in a logical way. Renounce the fear of grant writing!

## **Building & Sustaining A Coalition**

**Thursday, March 20, 2003/Richmond**

10 a.m.-3 p.m.

Target Audience: Community

Registration Deadline: Wednesday, March 5, 2003

This training will introduce the concepts behind coalition building, discuss the basic steps of building a coalition in your community, how to keep members

engaged, establish leadership, focus efforts in a streamline manner and overcome common obstacles most new or existing coalitions face. Remember, bringing a coalition together is the easy part! The real work comes in carrying out the activities of the coalition. This training will help you to see that coalitions are an integral part to making positive changes a priority in any community.

## **APRIL 2003**

### **Social Availability**

**Tuesday, April 8, 2003/Charlottesville**

10 a.m.-3 p.m.

Target Audience: Communities, Colleges, Law Enforcement & Parents

Registration Deadline: Tuesday, March 25, 2003

Research shows that young people have no difficulty obtaining alcohol through social sources such as parents, relatives, friends, and strangers who purchase alcohol as a favor or for a fee. In fact, for many youth, consumption of alcohol occurs primarily outside commercial establishments and most frequently in private residences and in open areas such as fields, parks or beaches. A multifaceted approach designed to shift community norms and cultural values are required to address the issue of social availability. This one-day workshop will discuss the topic of social availability and interventions that have been successful in other communities.

## **MAY 2003**

### **Qualitative Evaluation**

**Tuesday, May 20, 2003/Richmond**

10 a.m.-3 p.m.

Target Audience: College and Community Prevention Professionals

Registration Deadline: Tuesday, May 6, 2003

When you think of conducting qualitative evaluation, what is your reaction? Do you think, isn't all evaluation "quantitative"? Do you feel overwhelmed? This workshop on qualitative evaluation techniques is designed to prepare you to conduct focus groups, do observations, conduct interviews, and implement intercept interviews. This provides an overview about the important ways that qualitative evaluation can complement quantitative approaches, and prepares participants in a "hands-on", applied way. Attendees will depart with increased skills about using each of these approaches in helping to learn about campus and community efforts.



## Social Norms Marketing

**Wednesday, May 28-29, 2003/Charlottesville**

Wednesday, May 28, 2003: Registration, 8:30-9:15 a.m.

Opening Session, 9:15 a.m.-5 p.m.

Thursday, May 29, 2003: Full day of training, 9 a.m.-3 p.m.

Target Audience: College and Community Prevention Professionals

Registration Deadline: Friday, May 16, 2003

This training will explain the theory and practice behind the Social Norms Marketing model and supply practical examples from around the country. Each participant will be provided with the knowledge and skills needed to apply the Social Norms Marketing Model in their communities. If you know little of the Social Norms approach, this training will expose you to a whole new world of possibilities. If you are already involved in a Social Norms Marketing campaign, it will strengthen your practice by sharpening your skills.

\* For a detailed brochure on this training, please contact ABC Education, (804) 213-4688 or e-mail at [education@abc.state.va.us](mailto:education@abc.state.va.us).

## **The Use of Values Assessment & Performance Psychology in Substance Abuse Education**

**Thursday, May 29, 2003/Richmond**

10 a.m.-3 p.m.

Target Audience: College and Community Alcohol & Other Drug Counselors, Educators and Professionals

Registration Deadline: Thursday, May 15, 2003

This workshop will focus on the use of values assessment, values clarification and performance psychology strategies in individual and group substance abuse education and intervention. Description of the use of an empirically established values assessment tool and how this tool can be used for preventive and intervention purposes will be addressed at length. Participants will also learn specific strategies from the field of performance psychology that can be integrated into existing curricula. This workshop is an expansion of the break out session offered at ABC's annual College Conference.

## **JULY 2003**

### **D Computer-Based Crime and the Role of the Police**

**Tuesday, July 15, 2003/Richmond**

10 a.m.-4 p.m.

Target Audience: College & Community Law Enforcement

Registration Deadline: Tuesday, July 1, 2003

Learn what to do when ABC offenses, such as manufacturing a fake ID, are committed using today's virtual reality. This training will educate police officers on seizing computers, what to do after securing a search warrant and how to prepare a second search warrant. Important questions to ask and tips on collaborating with other police departments when handling a computer crime will be discussed.

### **ADDITIONAL TRAINING OPPORTUNITIES:**

- These training opportunities are arranged according to target audience.
- Specific dates and locations have not yet been determined.
- Watch our Web page for updates on these trainings. Please visit us online at: <http://www.abc.state.va.us/education.html>.

## **COMMUNITY**

### **Environmental Strategy Training**

TBA

Environmental prevention practices have the potential to change the underlying economic, legal, and cultural processes of community systems that contribute to substance abuse. These practices represent an important prevention tool; however, the concept is not widely understood. This workshop will focus on environmental strategies, including information on what they are, how to use them in your community, how they can strengthen your coalition, and ways environmental initiatives can benefit you! This workshop is designed to increase the participant's skill level and understanding of environmental prevention practices so that application can be made in your community.

## **ABC LICENSEES**

- For those college or community coalitions who are working directly with ABC licensed establishments, the following training opportunities will be held for managers and sellers/servers of alcohol. Please check the ABC Web site for specific dates.

### **Managers' Alcohol Responsibility Training (MART)**

- \* Classes will begin in Spring 2003.

MART is a one-day training specifically designed for managers to learn effective ways to conduct business within ABC laws, rules and regulations. Technical assistance will be given on interpreting ABC laws, checking IDs, employing minors, proper advertising of alcohol and other management-related issues.

### **Responsible Sellers/Servers in Virginia Program (RSVP)**

- \* Classes will begin in Spring 2003

The reputation of an establishment licensed to sell alcohol in the community relies heavily on the people who deal directly with the public – sellers and servers. This three hour training teaches employees of an ABC licensed establishment how to prevent alcohol sales to minors and intoxicated customers, how to spot fake IDs and much more. RSVP participants will also learn about the laws and administrative regulations that govern alcohol sales and consumption in Virginia.

### **Licensee Educational Summits**

- \* The first summit will be March 25, 2003 on Fake IDs.

When appropriate, educational Summits will be held on topics of concern for the licensee. These summits will include specific training followed by round table discussions with special agents, law enforcement and other appropriate community officials. Topics may include: advertising and signage, drugs, ABC laws, etc.

## **YOUTH**

### **Youth In Action Training**

\* This training can be scheduled for your individual community.

For more information please contact ABC Education.

Youth In Action (YIA) is a youth prevention project sponsored by the National MADD office. Youth In Action is a partnership between youth, law enforcement and retailers to reduce the social and retail availability of alcohol to minors. The program specifically focuses on training youth to initiate environmental prevention strategies that reduce underage drinking. Once trained, YIA teams look for community solutions, laws and policies, instead of focusing their attention specifically on their peers. The program offers leadership, life-skills and fun!

## **VIRGINIA SPECIFIC GRANT OPPORTUNITIES**

### **2003-2004 Community Coalition Grants**

Targeted Applicants: Communities

Community Coalitions may apply for up to \$7,000 to form a new coalition or work with an existing coalition to decrease underage drinking in your community. Grant applications will be mailed out in early February 2003.

### **2003-2004 Operation Undergrad Grants**

Targeted Applicants: Colleges

College law enforcement/security may apply for up to \$7,500 to work with the local law enforcement and the college alcohol and other drug coordinator to decrease underage drinking on your campus. Applications will be mailed out in early April 2003.

\*\* For more information on both grant opportunities or to download an application, please go to ABC's Web site: <http://www.abc.state.va.us/education.html>.

## **HOW DO I REGISTER?**

One registration form per participant please. Please check the box next to each training title you would like to register for. Open registration for each training closes ten business days prior to the training date.

### **CANCELLATION**

If you must cancel out of one or more of the trainings, please cancel at least five business days out or find someone to replace you. All no-shows will be billed a fee of \$15 for their absence. No-shows are costly, not only do they take the place of someone else; they negatively affect our ability to offer training opportunities at no cost to you. All mentioned training opportunities are funded through a grant from the Office of Juvenile Justice and Delinquency Prevention.

### **LIMITED SPACE AVAILABLE**

Many individuals wish to attend these workshops. Unfortunately, only a limited number of people can be registered due to spatial restrictions. Please send us your registration early to hold your spot, if you are interested in any of the mentioned workshops. If you need to cancel, please abide by our cancellation policy above.

Once registered, a confirmation with directions to the specific training location will be mailed or e-mailed to you within two weeks of the training date.

To register, fax your form into Education at (804) 213-4457 or mail your form to:

Virginia ABC Education  
c/o Training Registration 2003  
2901 Hermitage Road  
Richmond, VA 23220

Questions? Call ABC Education, (804) 213-4688.

\* Please feel free to make copies of this brochure, download from ABC's Web page: <http://www.abc.state.va.us/education> and/or request additional copies.

Participants are responsible for their own lodging and transportation to and from the training as needed.

# REGISTRATION



**Please TYPE or PRINT clearly.**  
**To register, fax to ABC Education (804) 213-4457.**

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

☐ Vegetarian lunch requested

☐ Other special needs, please contact ABC Education (804) 213-4688:

\_\_\_\_\_

***I would like to register for the following training(s) and realize if I need to cancel out I must do so at least five business days in advance or I must find someone to go in my place.***

☐ Media/Youth Advocacy  
*January 24-25, 2003/Hanover County*

☐ BASICS  
*January 29, 2003/ Richmond*

☐ BASICS  
*January 30, 2003/ Lynchburg*

☐ Preventing & Dispersing Underage Drinking  
*February 4, 2003/Richmond*

☐ Preventing & Dispersing Underage Drinking  
*February 5, 2003/Lynchburg*

☐ Landlord Issues  
*February 19, 2003/Charlottesville*

☐ Sticker Shock Training  
*February 21, 2003/Richmond*

☐ Sticker Shock Training  
*March 6, 2003/Lynchburg*

☐ Media/Youth Advocacy  
*March 7-8, 2003/Smith Mountain Lake*

☐ The Basics of Grant Writing  
*March 19, 2003/Richmond*

☐ Building and Sustaining a Coalition  
*March 20, 2003/Richmond*

☐ Social Availability  
*April 8, 2003/Charlottesville*

☐ Qualitative Evaluation  
*May 20, 2003/Richmond*

☐ Social Norms Marketing  
*May 28-29, 2003/Charlottesville*

☐ The Use of Values Assessment & Performance Psychology in Substance Abuse Education  
*May 29, 2003/Richmond*

☐ Computer-Based Crime and the Role of the Police  
*July 15, 2003/Richmond*



Virginia Department of Alcoholic Beverage Control, Education Section  
2901 Hermitage Road • P.O. Box 27491 • Richmond, VA 23261-7491  
Phone: (804) 213-4688 • Fax: (804) 213-4457  
E-mail: [education@abc.state.va.us](mailto:education@abc.state.va.us) • Web: [www.abc.state.va.us](http://www.abc.state.va.us)



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